



## Professionals Achieving Consumer Trust

**Whereas, we, the undersigned, represent the leadership of the professional regulatory programs within the California Department of Consumer Affairs,**

**Whereas, our mandate is consumer protection and our collective mission is to serve the interests of California consumers by ensuring a standard of professionalism in key industries and promoting informed consumer practices,**

**Whereas, the greatest form of consumer protection is achieving public trust in the 2.4 million licenses we issue, the diligent enforcement of our standards, and providing the necessary number of qualified professionals licensed to serve in California,**

**Now, therefore be it resolved, that we do hereby commit ourselves to executing our roles as leaders in consumer protection and education; that we will uphold the value of the licenses issued by the regulatory entities that make up the Department of Consumer Affairs; and that we will regulate in accordance with the following values:**

**Accountability** — We will be accountable to the people of California and each other as stakeholders. We will operate transparently and encourage public participation in our decision-making whenever possible.

**Efficiency** — We will diligently identify the best ways to deliver high-quality services with the most efficient use of our resources.

**Effectiveness** — We will make informed decisions that make a difference and have a positive, measurable impact on California consumers.

**Integrity** — We will be honest, fair, and respectful in our treatment of everyone.

**Customer Service** — We will acknowledge all stakeholders as our customers, listen to them, and take their needs into account.

**Employees** — We will be an employer of choice and strategically recruit, train, and retain employees. We value and recognize employee contributions and talent.

**Unity** — We will draw strength from our organizational diversity as well as California's ever-changing cultural and economic diversity.

**Creativity** — We will create productive partnerships with consumers, businesses and other stakeholders, as well as identify new and innovative ways of helping to ensure that California has an adequate supply of licensed, competent professionals.

**Education** — We will strive to educate consumers, so members of the public are capable of making informed decisions in a complex and changing marketplace.

**Action** — We will act aggressively but fairly in cases where violations of the law by our licensees are alleged, thereby upholding the standards that have made California a leader in professional licensing and consumer protection.